

## **Abstract**

The current state of art for over-the-air (OTA) provisioning typically consists of a rigid set of operations that are suited to deliver a fixed content type. The runtime environment on the terminal is designed to handle a limited set of predefined content types and incapable of any content-adaptive or customized provisioning by the content provider or publisher. Systems and methods are provided for customized provisioning of an application program on a runtime environment of a terminal. The application includes application content having at least one specified content type. A method comprises: obtaining the application content by the runtime environment; and obtaining by the runtime environment a set of provisioning instructions related to the application content. The provisioning instructions are coupled to the application for specifying a provisioning API set for provisioning the application content. This method also executes the provisioning instructions for employing the API set to provision the application according to the specified content type.

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